



# Beth VanStory

Area Managing Partner & CMO

## About Beth

Beth helps early, mid-stage and Fortune 500 B2B and B2C companies develop market-focused strategies and leverage technology to fuel growth and innovation. A trusted advisor to executives, Beth drives profitable growth through building collaborative relationships, employing customer insights, and exercising financial rigor. Holding the ACC Certification from the International Coach Federation, she excels as an executive coach and skillfully directs marketing teams to identify opportunities, develop omni-channel go-to-market strategies, optimize resources, and deliver exceptional customer experiences.

## How Beth has Helped Businesses Grow

- Led the award-winning weather.com site to become a top trafficked content site as VP/GM of New Media for The Weather Channel.
- Led the launch of www.officedepot.com, reaching profitability in its first year. Won both the CIO Web Business 50/50 and Retail Network Innovation awards twice and named ComputerWorld e-Commerce Executive of the Year as VP, Online at Office Depot.
- Frequently rehired by clients for follow-on engagements.
- Led Toyota Dealership from 358th ranking to top 20 and top independent dealer online.
- Increased enrollment 20% in three months for adult day health center.
- Increased conversion rate by 30% in two months and doubled upsell rate for mobile tire and brake company.

## Executive Marketing Experience

- Chief Thinker and Consultant, Thinkout
- CEO, CMO, and Board Member, AutoSquad
- Advisory Board Member, MomMade Foods
- Board Member, Michaels Stores
- President, iMotors
- VP/GM, OfficeDepot.com
- VP/GM, New Media, The Weather Channel

## Expertise

### Industry Experience

- Healthcare
- Retail
- Consumer
- Automotive
- Consumer Services

### Specialties

- Digital Marketing
- Omni-Channel Marketing
- Leadership & Team Coaching
- EOS
- Positioning & Messaging
- Digital Transformation
- Channel Strategy

## Contact Information

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## Published Works

- [7 retail trends in 2020 and tips for success](#)
- [5 top ways smaller retailers can defeat Amazon](#)
- [How retailers can win big by embracing the digital consumer](#)
- [How to Find Top Talent in a WFH World](#)
- [3 Marketing Mistakes Technologists Often Make](#)
- [Beyond the Latest Tech: Four Essentials to Leading the New Workforce](#)
- [7 Things Successful CEOs Do to Grow their Business](#)
- [To Grow, You Need to Know – Why Market Awareness is Essential for CEOs](#)

## Clients Served

- University Federal Credit Union (Banking)
- CarPro USA (Automotive)
- Shell Digital Ventures (Automotive)
- HPWP Consulting, LLC (Management Consulting)
- Acuity LA (Marketing and Advertising)
- 3 Keys VIP (Retail and Event Marketing)
- Werkberry (Staffing and Recruiting)
- Lake Street Supply (Landscaping)
- Concentrix (Business Services)
- OneDigitalTrust (Saas)
- ConnectWise (Saas)
- PilotJohn (B2B Distribution)
- Bank of England, New York (Financial Services)
- ArborPlace Dementia Care (Healthcare)
- CarNow (Automotive)
- Children's Dentistry of Arlington (Healthcare)
- Werkberry (Saas)

## Education

- MBA, J.L. Kellogg School of Management, Northwestern University
- B.S., McIntire School of Commerce, University of Virginia
- Associate Certified Coach, International Coach Federation
- Strategic Retail Management, Harvard Business School

## References

*Beth has been my go to person for all things marketing related. She directed the development of our new website, helping ensure not only usability, but a look and feel consistent with where we wanted to move the brand. As an advisory board member, Beth's advice is insightful and relevant and she always makes herself available. She has made a number of introductions to resources in her network.*

**Heather Stouffer, Founder & CEO, Mom Made Foods**

*My partners and I hired Beth to help us craft more succinct and differentiating messaging platform for our business and direct the execution of it through our website and presentation materials. Working closely with us, she helped us better define our suite of services and convey our key points of differentiation. We now have a much more crisp presentation online as well as in our materials we use for in-person meetings.*

**Jeff Craig, Principal, CIO/CTO, NewPoint / CSM LLC; A Technology holding LLC, with partnerships in technology and consulting firms.**

*Such a great solution in certain situations. In our case, it was perfect win-win-win for our organization, the individual, and for Chief Outsiders.*

**Yung Tran, EVP, University Federal Credit Union**

*Beth brought clarity and focus to our project, always making sure that we were connecting the dots so that tactics we defined had a clear, direct link to our strategic goals and were measurable. It was quite refreshing to work with someone that had such a well-defined and logical approach. Part of the fun of working with Beth was that she often shared her insights in witty ways that cut right to the heart of the matter. I hope to have the chance to work with her again.*

**Tom X Yates, Product Marketer, Rocana**

*There isn't enough time in a week to express all of the value that Beth brings when helping to solve tough problems. From the first minute, her explorative style helped us to change our focus and start asking the right questions. In following her recommendations, we have reduced the cost of our online customer acquisitions and improved our overall conversions. If can hire or consult with only one person this year, there is not better investment of time or capital than with Beth.*

**Francis Juliano, CTO/CIO, Wine.com**

*Beth is an outstanding general manager who understands the big picture and how each piece of the organization fits in. She was a strategic leader with deep enough operational experience to be a valued coach and trusted advisor. Her management style is results-oriented and she has high expectations from her team because she set high standards for herself.*

**Rob Erlichman, VP Marketing, iMotors**